

YUKSEK İHTİSAS UNIVERSITY
VOCATIONAL SCHOOL OF HEALTH SERVICES

Course Title	Course Code	Program	Course Level
Principles of Marketing	TTP-101	Medical Promotion and Marketing	Associate

Term		Teaching /Demonstration methods and Credits							
		Theoretical	Practical	Lab.	Project /Homework/ Field Work	Seminar/ Work Shop	Other	Local Credits	ECTS Credits
Fall (X)	Spring ()	2	0	0	2	2	0	3	3

Lecturer	Assistant Professor Alişan BALTACI
Language of the Course	Turkish
Type of Course	Compulsory (X) Elective ()
Prerequisites of the Course	No
Aim of the Course	Teaching the basics and principles of marketing discipline.
Content of the Course	<ol style="list-style-type: none"> 1. Basic notions and principles, 2. Marketing mix, 3. Marketing strategy.
Learning Outcomes (LO)	At the end of the course students would learn; <ol style="list-style-type: none"> 1.The basic notions of marketing, 2.Marketing mix, 3.Developing basic strategies by using marketing mix, 4.Evaluating different disciplines with marketing and developing multidisciplinary approaches
Course format	Face to face
Recommended Reading / Resources	<ul style="list-style-type: none"> • Altunışık R., Torlak Ö. ve Özdemir Ş. 2016. Pazarlama İlkeleri ve Yönetimi. Beta Yayınları • Korkmaz S., Eser Z. ve Öztürk S.A. 2009. Pazarlama Kavramlar-İlkeler-Kararlar. Siyasal Yayınevi
Practice / Training	-

	Week	Topics
Course Curriculum	Week-1	Basic Notions
	Week-2	Consumer
	Week-3	Market Segmentation and Positioning
	Week-4	Product
	Week-5	Product
	Week-6	Brand
	Week-7	Mid-Term Exam
	Week-8	Price
	Week-9	Price
	Week-10	Promotion
	Week-11	Promotion
	Week-12	Sales Management
	Week-13	Distribution Channels
	Week-14	Distribution Channels
	Week-15	Final Exam

	Percentage (%)
Mid-Term Exam	40
Quizes	
Homeworks/Term Papers	
Practical training	
Labs	
Projects/Field Works	
Seminars/Workshops	
Final Exam	60
Other	-
Total (%)	100

Program competencies (P) / Course Learning Outcomes (LO) Matrix				
	LO-1	LO-2	LO-3	LO-4
P1	X	X	X	X
P2				
P3				
P4	X	X	X	X
P5	X	X	X	X
P6				
P7	X	X	X	X
P8				
P9				
P10	X	X	X	X
P11				